

Tonight from 6pm to 10pm:

Paseo Herencia Mall to Host Pop-Up Art Fair 'Korteweg'



NOORD - Paseo Herencia Mall in Palm Beach, Aruba will play host to a special edition of Aruba's Pop-Up Art Fair event Korteweg, TONIGHT, Saturday, November 28, from 6pm to 10pm. The event will feature local arts and crafts, local drinks and snacks, and music by Wine It Up. Traditionally held on Korteweg, a short narrow



KORTEWEG

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POP UP

AT

Paseo Herencia
"nos orguysa... Aruba's pride"

**Local Art
*Local crafts
*Local drinks and snacks
Music by Wine It Up

**Saturday November 28th
6 - 10 pm
Location Paseo Herencia Mall Palm Beach**

street that runs perpendicular to the Main Street in the heart of Oranjestad, the event is a pop-up art fair that traditionally takes place on the last Friday of the month on a bi-monthly basis. Imagine a scene of funky cum bohemian with a dash of island cool and you have Korteweg, the newest and coolest happening on island! For TONIGHT, the Korteweg team has gone mobile and moved their event to Paseo Herencia Mall from 6pm to 10pm, for island guests and locals to enjoy while shopping and strolling along the High Rise resort area.

A trending cultural phenomenon in cities like London, New York, and Chicago, these temporary art galleries such as Korteweg, allow artists the ability to curate their works with minimal investment. Much like many talented chefs in the U.S. are turning to food trucks in lieu of expensive investments

in rents, mortgages, and associated costs of serving their food in brick and mortar establishments, these pop-up galleries allow artists the opportunity to showcase their work in an up-close and personal setting instead of waiting for an invitation to exhibit in a traditional gallery. The Korteweg events are the perfect setting for local artists to sell their handmade arts and crafts to the public. These include creations with reclaimed wood and natural materials such as shells, rocks, driftwood, stones and coconuts, as well as other unique artistic treasures.

Aptly called "Korteweg" after the street it is traditionally held on, the initiative is a collaboration of local artists, with Cado De Lannoy at the helm. To keep up with the artists and the next Korteweg pop-up art gallery event, you can follow them on their Facebook page "Korteweg Art Gallery." □

